

**IN THE CLAIMS:**

1-42 (Cancelled)

43. (New) A data display control apparatus comprising:

a receiving unit for receiving transmitted data having plurality of contents therein which make up a broadcast program, the plurality of contents each being a unit of information for which interactive operations are provided to be performed by a user;

an extracting unit for separating data necessary for a display of each of the plurality of contents from the transmitted data received by the receiving unit;

a data storage unit for storing the data separated;

a display control unit for controlling the display of the plurality of contents in response to the interacting operation of the user, wherein each of the plurality of contents has at least one instruction for controlling the display of the content and time control information for indicating a time at which the instruction is to be executed;

a present time information obtaining unit for obtaining a present time; and

a time information judging unit for judging whether the instruction should be executed by comparing the present time with the time indicated by the time control information, wherein

the display control unit, in the case where the time information judging unit judges that the instruction should be executed, changes the display of the currently displayed content by executing the instruction.

44. (New) The data display control apparatus of claim 43 further comprising:

An operation indication receiving unit for receiving an operation indication inputted by a user, wherein

The time control information includes, for each of the operation indications, a combination of (a) a piece of handler information specifying an instruction in correspondence with each of the operation indications, and (b) a valid period of the piece of handler information; and

in the case where the display control unit is displaying a content and the operation indication receiving unit has received an operation indication from the user, the display control unit changes the display of the currently displayed content by executing the instruction specified by the piece of handler information, if the present time obtained by the present time information obtaining unit is within the valid period that is combined with the piece of handler information corresponding to the operation indication received.

45. (New) The data display control apparatus of claim 44, wherein each of the plurality of contents includes link information for indicating a linked content into which a content being displayed will be changed,

the instruction is an instruction for switching the content being displayed over to the linked content indicated by the link information of the content being displayed, and

the display control unit changes the content being displayed into the linked content by executing the instruction.

46. (New) The data display control apparatus of claim 44, wherein  
each of the plurality of contents includes on-screen information for forming image  
data and on-screen graphics to be displayed superimposed on the image data,  
the on-screen information includes, for each of the on-screen graphics, initial state  
information for indicating a state of the on-screen graphics at a beginning of a display of each of  
the plurality of contents,  
the instruction includes another instruction for changing the state of the on-screen  
graphics being displayed, and  
the display control unit, upon displaying each of the plurality of contents, displays  
the on-screen graphics in the state indicated by the initial state information, and in the case where  
the time information judging unit judges that the instruction should be executed, changes the  
state of the on-screen graphics being displayed, by executing the instruction.

47. (New) The data display control apparatus of claim 44, wherein  
each of the plurality of contents includes on-screen information for forming on-  
screen graphics that are displayed elements in each of the plurality of contents,  
the on-screen information includes, for each of the on-screen graphics, a  
combination of (a) display status information for indicating a state in which the content is  
displayed, and (b) a date and time; and  
the display control unit changes the state of the on-screen graphics being  
displayed according to the present time, using the combination of the display status information  
and the date and time.

48. (New) The data display control apparatus of claim 44, wherein  
the time information judging unit judges that the instruction should be executed  
when the present time obtained reaches the time indicated by the time control information.

49. (New) The data display control apparatus of claim 44, wherein  
each of the plurality of contents includes on-screen information for forming on-  
screen graphics;  
the display control unit displays the on-screen graphics according to the on-screen  
information; and  
the time information judging unit judges that the instruction should be executed in  
the case where the present time obtained reaches the time indicated by the time control  
information while the on-screen graphics are being displayed.

50. (New) The data display control apparatus of claim 44, wherein  
each of the plurality of contents further includes audio data and reproduction time  
control information for indicating a time at which the audio data is to be reproduced; and  
the data display control apparatus controls reproduction of the audio data  
according to the time indicated by the reproduction time control information.

51. (New) The data display control apparatus of claim 44, wherein  
each of the plurality of contents includes time information for indicating a time at  
which the content has been transmitted,

the extracting unit, when the display control unit displays the content to be displayed, separates the time information from the transmitted data received by the receiving unit and stores the time information in the data storage unit; and

the present time information obtaining unit obtains the present time by specifying the present time according to the time information stored in the data storage unit.

52. (New) The data display control apparatus of claim 44, wherein  
the present time information obtaining unit obtains the present time by measuring an elapsed time from a certain standard timing.

53. (New) A storing medium that stores a control program for controlling a data display control apparatus to display each of a plurality of contents, the control program comprising:

a receiving step of receiving transmitted data having the plurality of contents therein which make up a broadcast program, the plurality of contents each being a unit of information for which interactive operations are provided to be performed by a user;

an extracting step of separating data necessary for a display of each of the plurality of contents from the transmitted data received by the receiving step

a data storage step of storing the data separated;

a display control step of controlling the display of the plurality of contents in response to the interactive operation of the user, wherein each of the plurality of contents has at least one instruction for controlling the display of the content and time control information for indicating a time at which the instruction is to be executed;

a present time information obtaining step of obtaining a present time; and

a time information judging step of judging whether the instruction should be executed by comparing the present time with the time indicated by the time control information, wherein

the display control step, in the case where the time information judging step judges that the instruction should be executed, changes the display of the currently displayed content by executing the instruction.